

Press Release

Essen, 10. November 2022

Brenntag with new brand to mark the next chapter of its transformation and the ambition to shape the future of its industry

Brenntag, the global market leader in chemicals and ingredients distribution, is launching its new brand, today. It stands for Brenntag's successful transformation over the past years and the company's ambition to shape the future of its industry as the undisputed global market leader. The new brand is the visible expression of Brenntag's refreshed identity including an inspiring purpose and vision, ambitious and digitally driven growth strategies for its two divisions, as well as its strong corporate culture and engaging values.

"Since Brenntag started its transformation journey more than two years ago, we have progressed successfully in many dimensions. We have further strengthened our customer and supplier relationships by being a highly reliable business partner and we have substantially grown our reputation worldwide during these challenging times. We have delivered towards our promises. Our collectively identified cultural beliefs and values, combined with an inspiring purpose and vision provide the guiding star for Brenntag and our people, which is visibly expressed by our new brand. It underlines our identity as the confident market leader with the clear ambition to shape the future of our industry", said Christian Kohlpaintner, CEO Brenntag SE.

The Brenntag brand was launched today in conjunction with the company's growth strategy plan at its Capital Markets Day in London and is presented on the corporate website and in rebranded social media accounts. The new brand has been introduced in a global internal reveal campaign, including global events at major sites and a virtual New Brenntag platform providing a virtual brand experience for the company's 17,000 employees globally.

Robert Styppa, Senior Vice President Global Marketing at Brenntag, says: "Brenntag introduced its previous brand more than two decades ago. And while that longevity was impressive, it was definitely time for the brand to evolve in line with the new Brenntag. Our brand development took place in close collaboration with many internal and external stakeholders and was based on a comprehensive benchmark analysis. We created the new brand together with our design and brand agency Mutabor, introducing a more professional, contemporary brand experience – one that differentiates us and clearly depicts the exciting journey of our company. The new branding will be rolled out gradually over the next few months in a staged approach, leading to a rebranding of our 700 global sites and thousands of internal and external touchpoints across Brenntag assets worldwide. We can't wait to see where this next chapter will take us."

The now replaced former Brenntag logo and design have been used for more than 20 years and were referring to the company's history of almost 150 years with a strong focus on transport and logistics. By contrast, the new brand reflects Brenntag's development beyond mere chemical and ingredients distribution to providing innovation support, value-add services, application know how,

and sustainable products and solutions on a global scale as well as its ongoing transformation to a data-driven company with leading digital customer experience. Thus, the new brand expresses the strong market position Brenntag has achieved, and it will work as one master brand to position the company's two divisions, Brenntag Essentials and Brenntag Specialties, as market leaders in their industries.

About Brenntag:

Brenntag is the global market leader in chemicals and ingredients distribution. The company holds a central role in connecting customers and suppliers of the chemical industry. Headquartered in Essen, Germany, Brenntag has more than 17,000 employees worldwide and operates a network of about 700 sites in 78 countries. In 2021, Brenntag generated sales of around 14.4 billion EUR. The two global divisions, Brenntag Essentials and Brenntag Specialties, provide a full-line portfolio of industrial and specialty chemicals and ingredients as well as tailor-made application, marketing and supply chain solutions, technical and formulation support, comprehensive regulatory know-how, and digital solutions for a wide range of industries. In the field of sustainability, Brenntag pursues specific goals and is committed to sustainable solutions in its own sector and the industries served. Brenntag shares have been listed at the Frankfurt Stock Exchange since 2010, initially in the MDAX and since September 2021 in the DAX. In addition, the Brenntag SE shares are listed in the DAX 50 ESG and DAX ESG Target. For more information, visit www.brenntag.com.

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